

Abstract of the Invention

An apparatus for ordering goods or services which are advertised or promoted on a broadcast medium, such as a radio station. The apparatus includes a client terminal which may be mounted in a vehicle such as an automobile. The client terminal includes a radio transmitter for transmitting information to a service center. The client terminal also includes a push button for activation to place an order for merchandise. The signal includes the vehicle location, terminal identification, date and the frequency of the radio receiver. The service center utilizes this information to learn the identity of the merchandise being promoted and the merchant offering the merchandise. The service center then orders the merchandise for delivery to the client.